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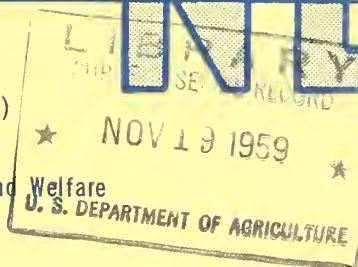
"We must open wider the doors of opportunity...
for the good of our country and all our people"
President Eisenhower

NEWS

RURAL DEVELOPMENT PROGRAM

Committee for RURAL DEVELOPMENT PROGRAM

Under Secretary, Department of the Interior
Under Secretary, Department of Agriculture (Chairman)
Under Secretary, Department of Commerce
Under Secretary, Department of Labor
Under Secretary, Department of Health, Education, and Welfare
Administrator, Small Business Administration
Member, Council of Economic Advisers



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President Eisenhower issued an Executive Order October 12 officially setting forth responsibilities of the Committee for Rural Development Program.

Under Secretary of Agriculture True D. Morse, chairman of the committee, termed the President's action "the most important taken in the Rural Development Program since national and State officials planned this work in June 1955." At that time, leaders from 28 States meeting in Memphis, Tennessee, agreed upon approaches to increasing opportunities in low income rural areas.

The fourth annual report on the Rural Development Program was also sent to the President by Secretary of Agriculture Benson October 29. President Eisenhower stated: "This program is successfully attacking the age-old and chronic problem of low incomes in widespread rural areas where there are fine farm families on small farms and poor soils. Rural families of such areas -- non-farm and farm alike -- need, and we are determined must have, more adequate incomes and greater opportunities."

EXECUTIVE ORDER NO. 10847 ESTABLISHING THE COMMITTEE FOR RURAL DEVELOPMENT PROGRAM

WHEREAS a substantial number of families, both farm and non-farm, living in rural areas have relatively low cash incomes and do not share equitably in the economic and social progress of the Nation, and it is desirable to encourage and assist such families by providing greater opportunity for their participation in the Nation's production of goods and services and in community, civic, and other affairs; and

WHEREAS the Federal Government, in cooperation with the several States and local governments and private agencies and individuals, has undertaken a Rural Development Program designed to develop the human resources in rural America by a series of concerted actions to identify the needs of low-income rural people and to help them to achieve greater rewards for their contributions to our national progress; and

WHEREAS the Rural Development Program has achieved steady progress toward its objectives, and the time has now come to consolidate its accomplishments and to provide more formal Federal organization for the program:

NOW, THEREFORE, by virtue of the authority vested in me as President of the United States, it is hereby ordered as follows:

This is one of a series of periodic reports on Rural Development Program activities of business, farm, civic, government and other community leadership working together. If you have information that might be of interest to those participating in the program or you wish to receive this Newsletter, address communications to the Editor, Rural Development Program News, Office of Information, Department of Agriculture, Washington 25, D. C.

Section 1. (a) There is hereby established the Committee for Rural Development Program, hereinafter referred to as the Committee, which shall be composed of the following members:

- (1) The Under Secretary of Agriculture, who shall be the Chairman of the Committee.
- (2) The Under Secretary of the Interior.
- (3) The Under Secretary of Commerce.
- (4) The Under Secretary of Labor.
- (5) The Under Secretary of Health, Education, and Welfare.
- (6) The Administrator of the Small Business Administration.
- (7) A member of the Council of Economic Advisers designated by the Chairman of the Council.

(b) To assure effective functioning of the Committee and uninterrupted participation of each department and agency represented on the Committee, the head of each such department or agency shall designate an appropriate officer or employee of his department or agency as an alternate member to participate in the affairs of the Committee whenever the member may be absent or otherwise unable to participate.

(c) The Committee may request the head of any other Federal department or agency to designate a representative to participate in the affairs of the Committee as desirable in furthering the work of the Rural Development Program and related activities.

Section 2. The activities of the Committee shall be directed toward providing leadership and uniform policy guidance to the several Federal departments and agencies responsible for Rural Development Program functions and related activities so that they may take more effective and concerted actions in carrying out those functions and activities and cooperate more effectively with non-Federal participants, both private and governmental, in the program.

Section 3. In conducting its activities, the Committee shall place particular emphasis on effective public and private cooperation and leadership for rural development at the State and local levels, and to that end, shall provide guidance for the conduct of Federal Rural Development Program functions and related activities in a manner designed to produce maximum State, local, and private participation and initiative in identifying and meeting local needs.

Section 4. Each department and agency responsible for functions and activities that can contribute to the objectives of the Rural Development Program and related activities shall carry those functions and activities forward in such a manner as to make the fullest possible contribution to the objectives of rural development.

Section 5. The departments and agencies represented on the Committee shall, as may be necessary for the purpose of effectuating the provisions of this order, furnish assistance to the Committee in consonance with section 214 of the act of May 3, 1945, 59 Stat. 134 (31 U.S.C. 691). Such assistance may include the detailing of employees to the Committee, one of whom may serve as its executive secretary, to perform such functions consistent with the purpose of this order as the Committee may assign to them.

DWIGHT D. EISENHOWER

THE WHITE HOUSE

October 12, 1959.

THE WHITE HOUSE

The President today signed an Executive Order establishing the Committee for Rural Development Program. Members of the Committee include the Under Secretary of Agriculture, Chairman; the Under Secretary of the Interior; the Under Secretary of Commerce; the Under Secretary of Labor; the Under Secretary of Health, Education, and Welfare; the Administrator of the Small Business Administration; and a member of the Council of Economic Advisers designated by the Chairman of the Council.

The Rural Development Program was initiated in 1955 as a cooperative effort of the Federal, State, and local governments, including the participation of private individuals and agencies, to develop the human resources in rural America with particular emphasis on improving the conditions of the numerous low-income families, both farm and non-farm, living in rural areas. In a special message to the Congress, April 1955, the President directed attention to the problems of low-income rural families and presented recommendations for a concerted program developed in a study and report prepared by the Department of Agriculture.

Operating through State committees and centering in selected pilot counties, the Rural Development Program includes specific activities, such as improving incomes from farming, providing more efficient farm marketing, promoting off-farm work, balancing agriculture with industry, evaluating rural manpower assets, increasing opportunities through vocational training, attaining better health, and improving basic education.

Today's Executive Order makes formal organization arrangements for the Federal Committee for Rural Development Program which has been functioning informally since the program was initiated. The seven-man Committee will direct its activities toward providing leadership and uniform policy guidance to the several Federal departments and agencies responsible for Rural Development Program functions and related activities so that they may take more effective and concerted actions in carrying out those functions and activities and cooperate more effectively with non-Federal participants, both private and governmental, in the program.

Under the Executive order, the Committee is instructed to continue particular emphasis on effective public and private cooperation and leadership for rural development at the State and local levels.

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HIGHLIGHTS OF SECRETARY
BENSON'S FOURTH REPORT

In 1958-59 most Rural Development counties had an increase in the number of both farm and non-farm opportunities, according to Secretary Benson's fourth report to the President issued October 29.

"Industry expansion continued," the Secretary reported. "Small woodlots and timber processing enterprises yielded a higher return. In four States pilot projects to increase job guidance and placement services for rural people were started. Several areas built new marketing and processing facilities or opened farmers' marketing cooperatives. Reorientation of agricultural production on small farms continued, with vegetable, livestock, and poultry enterprises increasing

in numbers and output. Vocational guidance and training for young people, as well as special campaigns to encourage advanced education, received more attention in the program areas."

Fifty-four representative counties taking part in the program reported industry growth resulting in 8,000 new job openings.

On small, low income farms, lack of capital, land, and managerial ability is often a massive barrier to income improvement through better farming, the Secretary states. Since these farms sell little, they gain little benefit from agricultural price stabilization programs. The majority of operators of such units depend largely on off-farm jobs for their cash incomes.

"According to the 1954 Census of Agriculture, 80 percent of farm operators in Rural Development counties sold \$2,500 worth of products or less. Value of farm land and buildings was about one-third the national average per farm. Nearly one-half the farms in these counties were classified as part-time and residential," according to the report.

Secretary Benson concludes that, "Where so few of the farmers have the resources for commercial agriculture and so many of the farm families depend on off-farm income, it is obvious that agricultural improvement alone cannot solve the income problem."

The report calls for more intensive training and guidance work among rural youth. Many thousands of young people who will not go into farming now have little opportunity to prepare themselves for other pursuits and environments,

Following are other highlights of the fourth annual Rural Development Program report:

-- Some 200 counties have now been included in Rural Development Program areas in 30 States and Puerto Rico.

-- During the period covered by this report, the Small Business Administration shared in a total of 63 loans for \$2,540,885 to small firms in 48 of the original Rural Development Program counties.

-- The Federal Extension Service again allocated special funds to land grant colleges and universities which employed 143 agents to assist in the Rural Development Program.

-- In addition to its regular services in Rural Development counties, the Soil Conservation Service supplied 75 man years of technical assistance.

-- Since 1956 research on low income farm problems has been greatly expanded in support of the Rural Development Program. In this expanded economic research, the Agricultural Research Service has initiated studies in cooperation with agricultural experiment stations in 22 States.

Secretary Benson's report also points out the wider use at both the State and local level of "Agents for Rural Development." These individuals, usually extension service workers become identified with the entire program, and have broad responsibility to the State or local development committee or commission with which they work.

Single copies of the Report may be obtained from Editor, Rural Development Program News, Office of Information, U. S. Department of Agriculture, Washington 25, D. C.